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Glacier National Park Visitors: A Seasonal Analysis

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Oschell, Christine; Tanner, Megan; and Nickerson, Norma P., "Glacier National Park Visitors: A Seasonal Analysis" (2009). *Institute for Tourism and Recreation Research Publications*. 264.
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Glacier National Park Visitors: A Seasonal Analysis

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Research Report 2009-5

April 2009

This report was funded by the Montana Lodging Facility Use Tax

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Executive Summary

This report focuses on Glacier National Park where data was collected from May 2008 through October 2008 in Whitefish, West Glacier, St. Mary, East Glacier, Browning, Cut Bank, and Shelby. The results are presented by the season in which the visitor was intercepted. This report is part of a series that examines visitors in gateway communities of both Glacier and Yellowstone National Parks. The purpose was to understand the lifestyle, habits, preferred experiences, values, demographics, and travel characteristics of visitors to Glacier and Yellowstone National Parks.

Tourism literature was reviewed to locate previous research on which to build this study. To bolster the validity of this research, questionnaire items developed in past research were used to measure lifestyle, habits, preferred experiences, and values (Borrie et al. 2003; Driver & Brown 1975; Shih, 1986).

Results show that season is not a differentiating feature of visitors to Glacier National park. In regards to lifestyle, the visitors in all three seasons perceive their lifestyle as good but not extravagant. Visitors across seasons did not differ greatly in their travel and media use habits. These visitors, no matter the season, feel that they travel often. A large majority of them also strongly agree that they use the Internet for vacation and recreational activity planning.

Visitors to Glacier National Park want a natural experience in parks as well as a social experience involving friends and family. These visitors value parks for the wildlife and natural benefits as well as valuing them as a place for the public to enjoy.

Age ranges in a travel group differ somewhat between seasons. The number of people indicating that they were traveling with children younger than 18 decreased in the fall. In contrast, those who were seventy-five and older were more likely to visit Glacier in the fall. The mean nights away from home were highest in spring (13.27) while the mean nights in Montana were highest for fall at 8.50. Travel group size was highest in summer at 3.74.

Sites visited were also similar regardless of season. The frequency of sites visited was overall higher in the spring. A possible explanation for this is the delayed opening of the Going to the Sun Road in 2008. Visitors may have spread out and visited other sites since they could not drive over the road.

The activities these visitors enjoyed participating in at home and on vacation also did not differ much by season. The most popular activities were camping, hiking, wildlife watching, nature photography, driving for pleasure, picnicking, attending festivals and special events, visiting historical sites, and visiting museums. The residence of visitors was also fairly consistent across seasons.

Marketing implications of this study show that visitors to Glacier, no matter the season, are similar, therefore changing marketing campaigns by season is not necessary. This alone should save money and time for destination marketing organizations. In addition, since values are similar across season and age, the same messages can be used in different media outlets.

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Introduction

This report is one of three that detail the results of an in-depth examination of Montana's vacationers to Glacier and Yellowstone National Parks. The objective of the entire study was to understand the lifestyle, habits, preferred experiences, values, demographics, and travel characteristics of visitors to Glacier and Yellowstone National Parks. The purpose of *this* report was to examine the results for visitors to only Glacier National Park by the season in which they visited.

In order to measure concepts like lifestyle, habits, preferred experiences, and values it is advisable to use items that have been used previously by other researchers. For lifestyles and habits, the scales created by Shih (1986) in a study on the effectiveness of marketing based on lifestyles and habits were used. Four items were added to update the media usage section of the scale. The Driver and Brown (1975) study of recreation experiences was used to understand the preferred experiences of these visitors while the values of these visitors were measured by using the Borrie et al. (2003) scale of park values which was used in Yellowstone National Park in 2002.

Methods

Glacier National Park visitors were intercepted in Whitefish, West Glacier, St. Mary, East Glacier, Browning, Cut Bank, and Shelby from the middle of May 2008 until the middle of October 2008. These communities are considered gateways to Montana national parks and were picked for data collection due to this characteristic. Respondents were nonresidents of Montana or Montana residents who had spent a night away from home on their current trip. The survey took approximately seven minutes to answer and included demographic questions, items to measure lifestyle, habits, preferred experiences and values, as well as questions regarding the characteristics of their current trip and any past trips to the parks (See Appendix A). In total, 1,003 surveys were completed; 216 in the spring (May and June), 586 in the summer (July and August), and 201 in the fall (September and October).

Results

Results are segmented into four sections. The first section examines perceived lifestyle of visitors to Glacier National Park. The second section examines habits of these visitors in relation to their media usage and travel. The third section details the measurement of preferred experiences and values of parks and, finally, the fourth section compares visitors by season according to demographics and trip characteristics.

Lifestyle

Lifestyle is a difficult concept to measure since it relies on perception. In this study, two questions were asked to identify how people perceive their own lifestyle. The authors who originally created these items to measure lifestyle meant for the questions to be direct opposites of one another to serve as a check for the accuracy of the data (Shih, 1986). Results indicate that visitors in this sample did not view them as opposites. It is possible that people believe their lives are good and that they are fortunate in comparison to many others but they also do not want to think that their lives are extravagant especially in these tough economic times. These visitors perceive their lifestyle as good but not extravagant.

Table 1: Lifestyle Mean Response by Season and Total Respondents

	All Seasons n=1003	Spring (n = 216)	Mean Summer (n = 586)	Fall (n = 201)
I have a high standard of living	2.81	2.75	2.83	2.84
I lead a simple, modest life	2.86	2.91	2.84	2.88

* Scale was 1 (strongly disagree) to 4 (strongly agree)

Table 2: Frequency of Responses of Spring Visitors to Lifestyle Items

	Strongly Disagree	Disagree	Agree	Strongly Agree
I have a high standard of living	4%	28%	55%	12%
I lead a simple, modest life	3%	18%	65%	14%

* Scale was 1 (strongly disagree) to 4 (strongly agree)

Table 3: Frequency of Responses of Summer Visitors to Lifestyle Items

	Strongly Disagree	Disagree	Agree	Strongly Agree
I have a high standard of living	5%	24%	53%	17%
I lead a simple, modest life	3%	21%	63%	12%

* Scale was 1 (strongly disagree) to 4 (strongly agree)

Table 4: Frequency of Responses of Fall Visitors to Lifestyle Items

	Strongly Disagree	Disagree	Agree	Strongly Agree
I have a high standard of living	3%	27%	53%	17%
I lead a simple, modest life	4%	18%	65%	13%

* Scale was 1 (strongly disagree) to 4 (strongly agree)

Habits

Another objective of this study was to identify the habits of visitors to Glacier National Park. To identify all of the habits of these visitors would be impossible as the list would be extremely long. Therefore, a tighter focus was necessary. Considering the marketing purposes for which this study was designed and the avenues by which people gather their travel information, visitors' habits in travel and use of media sources were examined (Table 5).

Visitors across seasons did not differ greatly in their travel and media use habits. The habit with the highest mean response was "engage in pleasure travel often." These visitors, no matter the season, feel they travel often. The mean for fall visitors was the highest indicating that fall visitors agree more with traveling for pleasure often. A large majority of them also strongly agree that they use the Internet for vacation and recreational activity planning with means for all seasons above 3. The item with the lowest mean response was "I download material from the Internet for entertainment" with a range of 1.98 to 2.12.

Table 5: Mean responses to Habit Items by Season and Total Responses

	All Seasons (n=1003)	Spring (n = 216)	Mean Summer (n = 586)	Fall (n = 201)
Engage in pleasure travel often	3.26	3.19	3.24	3.41
Travel to the same destinations year after year	2.07	2.03	2.11	2.02
Use the Internet to plan vacations	3.13	3.15	3.10	3.18
Use the Internet to plan recreational activities	3.09	3.13	3.07	3.14
I download material from the Internet for entertainment	2.05	2.12	2.06	1.98
I often watch TV for news	2.80	2.72	2.83	2.79
I often watch TV for entertainment	2.70	2.69	2.72	2.63
I often read magazines for entertainment	2.58	2.60	2.57	2.60

* Scale was 1 (strongly disagree) to 4 (strongly agree)

Preferred Experiences and Values

The preferred experiences and values of the visitors to Glacier National Park were measured using this survey with the hypothesis that visitors may differ by season on the dimensions of preferred experiences and values. There were several categories which represented the two domains of preferred experiences and values, and multiple survey items were included to measure the categories. An exploratory factor analysis was used to ensure that the items were validly measuring each category. Any items that were not valid in measuring the category of interest were removed from the analysis. The result was four categories measuring preferred experiences in national parks (excitement, social, natural, and spiritual), and four categories measuring values (public value, wildlife and nature value, individual value, and societal value).

A new variable was created for each category of each domain and means were calculated for each category. The means for the four categories of preferred experiences showed very little difference between seasons (Table 6). The means for the four categories measuring values of parks also showed very little difference between seasons (Table 7). The hypothesis of differences among visitors by season is not supported by the data.

Preferred experiences on vacation were measured with 12 items (Table 6, 7, 8, 9). These twelve items represented four categories (excitement, social, natural, and spiritual). A natural experience (e.g. to gain a better appreciation of nature) was the highest rated preferred experience across seasons by these visitors. The preferred experience of excitement across seasons has the lowest mean response indicating that this is lowest priority in the minds of visitors for their experiences in Glacier National Park (Table 10). A social experience (e.g. meeting people, being with family and friends) was the second highest rated by visitors across seasons and spiritual experiences are similar. Again, there were no significant differences between seasons suggesting that these visitors are very much alike in their preferred experiences, regardless of the season in which they visit.

Table 6: Items to Measure a **Natural** Experience

Item
To explore the area
To learn more about nature
To gain a better appreciation of nature
To be close to nature

Table 7: Items to Measure a **Social** Experience

Item
To be with friends
To be with people who have similar values
To meet new people

Table 8: Items to Measure an **Exciting** Experience

Item
To experience excitement
To take risks
To feel independent

Table 9: Items to Measure a **Spiritual** Experience

Item
To develop personal spiritual values
To feel one with nature

Table 10: Mean Responses for Categories of Preferred Experiences by Season

	All Seasons (n=1003)	Spring (n = 216)	<u>Mean</u> Summer (n = 586)	Fall (n = 201)
Natural	3.43	3.43	3.42	3.44
Social	2.90	2.80	2.90	2.94
Spiritual	2.81	2.81	2.84	2.80
Excitement	2.74	2.71	2.79	2.73

* Scale was 1 (strongly disagree) to 4 (strongly agree)

Visitors' perceptions of the value of parks were measured with 22 items (Table 11, 12, 13, 14). These twenty-two items represented four categories (public value, wildlife and nature value, individual value, and societal value). The highest mean response across seasons was the wildlife and natural value of parks (e.g. protection for fish and wildlife habitat). The next highest across seasons was public value (e.g. a place for the use and enjoyment of people). The individual

values of parks (e.g. a place to renew your sense of well being) were the next highest across seasons, and, finally, societal values (e.g. an economic resource) were ranked lowest across seasons (Table 15).

Table 11: Items to Measure Parks as a **Public** Value

Item
A place of scenic beauty
A place everyone should see at least once
A place for education and nature
A display of natural curiosities
A historic resource
A place for the use and enjoyment of the people
A tourist destination

Table 12: Items to Measure Parks as a **Wildlife** Value

Item
Protection for fish and wildlife habitat
A place for wildness
A protector of threatened and endangered species

Table 13: Items to Measure Parks as an **Individual** Value

Item
A site to renew your sense of personal well being
A place to develop my skills and abilities
A place to be free from society and its regulation

Table 14: Items to Measure Parks as a **Societal** Value

Item
A social place
An economic resource

Table 15: Mean Responses for Categories of Values by Season

	All Seasons (n=1003)	Spring (n = 216)	Mean Summer (n = 586)	Fall (n = 201)
Wildlife/Natural Values	3.64	3.62	3.65	3.65
Public Natural Values	3.56	3.52	3.56	3.57
Individual Values	3.00	3.01	3.02	2.95
Societal Values	2.77	2.83	2.79	2.72

Demographics and Trip Characteristics

The following section compares visitors by season to the total in all demographic and trip characteristic questions from the survey.

Age ranges in a travel group differ somewhat between seasons (Table 16). The number of people indicating that they were traveling with children younger than 18 decreased in the fall. This result is understandable considering that school-aged children generally do not travel in the fall while school is in session. In contrast, those who were seventy-five and older were more likely to visit Glacier in the fall.

Table 16: Age Ranges in Group

<u>Age Range</u>	All Seasons (n=1003)	Spring (n = 216)	% of Visitors Summer (n = 586)	Fall (n = 201)
0-5	7%	7%	7%	3%
6-10	8%	7%	10%	2%
11-17	14%	16%	17%	2%
18-24	13%	17%	13%	9%
25-34	18%	16%	20%	15%
35-44	20%	16%	23%	14%
45-54	34%	30%	36%	31%
55-64	42%	40%	43%	41%
65-74	24%	26%	21%	28%
75 and over	7%	4%	7%	10%

The percent of people indicating that their household income was less than \$20,000 was highest in the spring and lowest in the summer (Table 17). The percent of people making \$200,000 or more was highest in the summer and fall at 13 percent.

Table 17: Household Income by Season

<u>Annual Household Income</u>	<u>All Seasons</u> (n=1003)	<u>Spring</u> (n = 216)	<u>% of Visitors</u> <u>Summer</u> (n = 586)	<u>Fall</u> (n = 201)
Less than \$20,000	7%	11%	5%	9%
\$20,000-\$39,999	8%	6%	9%	3%
\$40,000-\$59,999	13%	14%	12%	15%
\$60,000-\$79,999	16%	16%	15%	19%
\$80,000-\$99,999	16%	20%	16%	12%
\$100,000-\$119,999	13%	15%	14%	9%
\$120,000-\$139,999	6%	6%	6%	7%
\$140,000-\$159,999	5%	3%	5%	8%
\$160,000-\$179,999	3%	2%	3%	3%
\$180,000-\$199,999	2%	2%	2%	3%
\$200,000 or more	12%	7%	13%	13%

Respondents were asked to give all of the purposes for their trip to Montana. A high percentage of people in all 3 seasons indicated that one of the purposes was vacation (Table 18). The majority of people in all three seasons also indicated that their main purpose was vacation (Table 19). Visiting friends and relatives was the next highest response for both all purposes and main purpose. A high percentage of people (16%) in the spring replied that one of the purposes of their trip was passing through the state. This percentage drops for summer and fall.

Table 18: All Purposes of Trip by Season

<u>Purpose of Trip</u>	<u>All Seasons</u> (n=1003)	<u>Spring</u> (n = 216)	<u>% of Visitors</u> <u>Summer</u> (n = 586)	<u>Fall</u> (n = 201)
Vacation/recreation/pleasure	90%	88%	90%	93%
Visit friends/relatives	21%	19%	24%	13%
Just passing through	9%	16%	8%	5%
Shopping	4%	7%	4%	4%
Business/convention/meeting	5%	7%	4%	7%
Other	5%	8%	4%	7%

Table 19: Main Purpose of Trip by Season

Main Purpose of Trip	All Seasons (n=1003)	Spring (n = 216)	<u>% of Visitors</u> Summer (n = 586)	Fall (n = 201)
Vacation/recreation/pleasure	76%	72%	76%	82%
Visit friends/relatives	12%	10%	14%	8%
Just passing through	3%	6%	3%	2%
Shopping	15	2%	<1%	<1%
Business/convention/meeting	4%	4%	4%	4%
Other	4%	7%	3%	4%

The mean age of respondents was highest in the fall at 53.12 years in comparison with the total sample (Table 20). The mean nights away from home were highest in spring (13.27) while the mean nights in Montana were highest for fall at 8.50. Travel group size was highest in summer at 3.74. Travel group size varied widely and in some cases differed by season (Table 20).

Table 20: Mean Age, Nights Away from Home, Nights in Montana, and Travel Group Size by Season

	All Seasons (n=1003)	Spring (n = 216)	<u>Means</u> Summer (n = 586)	Fall (n = 201)
Age	50.80	50.80	50.38	53.12
Nights Away from Home	12.51	13.27	11.98	13.21
Nights in Montana	7.65	7.65	7.36	8.50
Travel Group Size	3.55	3.53	3.74	3.02

Table 21: Travel Group Size by Season

Travel Group Size	All Seasons (n=1003)	Spring (n = 216)	<u>% of Visitors</u> Summer (n = 586)	Fall (n = 201)
1	6%	6%	5%	9%
2	45%	45%	43%	52%
3	10%	11%	10%	11%
4	17%	15%	19%	14%
5	6%	5%	6%	5%
6	6%	9%	6%	4%
7	1%	2%	2%	0%
8	2%	1%	3%	1%
9	<1%	0%	1%	1%
10	1%	2%	1%	0%
10+	5%	3%	6%	4%

Couples were the most frequently reported travel group type regardless of season (Table 22). The next highest was immediate family, but that decreased by about half in the fall season. The percentage of people reporting that they were traveling with family and friends was highest in the summer and lowest in the spring.

Table 22: Travel Group Type by Season

<u>Travel Group Type</u>	All Seasons (n=1003)	Spring (n = 216)	<u>% of Visitors</u> Summer (n = 586)	Fall (n = 201)
Self	6%	7%	6%	8%
Couple	38%	35%	35%	47%
Immediate Family	27%	30%	29%	15%
Extended Family	7%	6%	8%	7%
Family & Friends	12%	9%	14%	11%
Friends	8%	9%	6%	10%
Business Associates	<1%	0%	1%	1%
Organized Group or Club	2%	4%	1%	3%

Sites visited were also similar regardless of season (Table 23). The sites that differed most by season were The National Bison Range which decreased significantly from spring to summer and rose again in the fall. Also, the Museum of the Rockies was high in the spring but decreased in the summer and fall. Montana state parks were popular in the spring and summer and decreased significantly in the fall. The frequency of sites visited was overall higher in the spring. A possible explanation for this was the delayed opening of the going to the sun road in 2008. Visitors may have spread out and visited other sites since they could not drive over the road. A delayed opening of the road is often viewed as a disadvantage to tourism but this study suggests a potential advantage with visitors spending time at a diversity of sites.

Table 23: Sites Visited by Season

<u>Sites Visited</u>	All Seasons (n=1003)	Spring (n = 216)	<u>% of Visitors</u> Summer (n = 586)	Fall (n = 201)
Glacier National Park	100%	100%	100%	100%
Yellowstone National Park	30%	35%	27%	32%
Flathead Lake State Parks	24%	27%	25%	16%
Other MT State Parks	13%	14%	14%	7%
Lewis & Clark Interpretive Center, Great Falls	12%	16%	11%	10%
Little Bighorn Battlefield	10%	13%	9%	10%
National Bison Range	9%	19%	6%	9%
Bob Marshall Wilderness	8%	13%	7%	6%
Museum of the Rockies, Bozeman	6%	10%	5%	4%
Virginia City/Nevada City	5%	6%	5%	5%

*Not all sites visited are included in this list

Activities these visitors enjoyed participating in at home and on vacation also did not differ much by season (Table 24). They were not asked to report what activities they engaged in on their current trip which would have shown differences between seasons because of the dependence on seasonal conditions for activities like skiing and hunting. The most popular activities were camping, hiking, wildlife watching, nature photography, driving for pleasure, picnicking, attending festivals and special events, visiting historical sites, and visiting museums.

Table 24: Activities Participated in at Home and on Vacation by Season

<u>Activities</u>	All Seasons (n=1003)	Spring (n = 216)	<u>% of Visitors</u>	
			Summer (n = 586)	Fall (n = 201)
Visit historical sites	71%	70%	70%	74%
Hiking	69%	72%	68%	68%
Visit museums	63%	61%	62%	67%
Wildlife watching	53%	53%	53%	53%
Attend festivals/special events	52%	50%	54%	49%
Driving for pleasure	51%	57%	48%	51%
Picnicking	50%	51%	53%	41%
Nature photography	47%	46%	46%	53%
Fishing/fly fishing	37%	41%	35%	39%
Attend performing arts	37%	38%	36%	40%
River rafting/floating	35%	35%	36%	32%
Attend sporting event	34%	33%	36%	29%
Attend art exhibits	33%	35%	29%	41%
Canoeing/kayaking	31%	32%	31%	31%
Backpacking	30%	29%	31%	29%
Road/tour biking	27%	27%	27%	25%
Golfing	27%	29%	27%	27%
Motor boating	24%	25%	24%	22%
Downhill skiing	24%	21%	23%	18%
Nature study	23%	25%	22%	24%
Jogging	21%	26%	20%	19%
Horseback riding	18%	25%	17%	15%
Mountain biking	17%	19%	17%	13%
Hunting	17%	20%	16%	16%
Cross country skiing	15%	17%	13%	18%

*respondents were asked to check all that apply

The number of people from Montana who answered the survey was highest in the summer at 10 percent (Table 25). Florida and Colorado visitors were highest in the spring and dropped off for summer and fall. Alberta, Canada was represented by three percent of people in spring but jumped to six percent in the summer season and eight percent in the fall. Otherwise, the residence of visitors did not vary much by season.

Table 25: Residence by Season and Total

<u>Residence</u> State/Province/Foreign Country	<u>% of Visitors</u>			
	All Seasons (n=1003)	Spring (n = 216)	Summer (n = 586)	Fall (n = 201)
Montana	8%	5%	10%	4%
California	7%	7%	8%	6%
Washington	7%	7%	6%	7%
Minnesota	5%	5%	5%	3%
Illinois	4%	4%	4%	3%
Wisconsin	4%	4%	4%	3%
Florida	3%	6%	2%	3%
Michigan	3%	4%	2%	4%
Ohio	3%	2%	3%	2%
Oregon	3%	3%	3%	4%
Arizona	2%	1%	2%	2%
Colorado	2%	4%	1%	2%
Missouri	2%	1%	2%	2%
New York	2%	1%	2%	5%
Pennsylvania	2%	2%	2%	2%
Texas	2%	1%	2%	5%
Utah	2%	2%	1%	2%
Alberta, Canada	6%	3%	6%	8%
British Columbia, Canada	1%	1%	2%	2%
Georgia	1%	1%	1%	3%
Idaho	1%	1%	1%	2%
Indiana	1%	2%	1%	3%
Iowa	1%	1%	1%	3%
Kentucky	1%	0%	1%	2%
Louisiana	1%	1%	1%	1%
Maryland	1%	1%	1%	2%
Nebraska	1%	1%	1%	0%
Nevada	1%	1%	1%	1%
New Jersey	1%	0%	1%	1%
North Carolina	1%	1%	1%	3%
North Dakota	1%	1%	1%	0%
Ontario, Canada	1%	1%	1%	0%
Saskatchewan, Canada	1%	1%	2%	0%
South Carolina	1%	0%	1%	1%
South Dakota	1%	1%	1%	1%
Tennessee	1%	2%	1%	1%
Vermont	1%	1%	1%	0%
Virginia	1%	1%	1%	2%
Wyoming	1%	0%	<1%	2%

<u>Residence</u> State/Province/Foreign Country	<u>% of Visitors</u>			
	All Seasons (n=1003)	Spring (n = 216)	Summer (n = 586)	Fall (n = 201)
Arkansas	<1%	1%	<1%	0%
Australia	<1%	1%	<1%	1%
Austria	<1%	0%	0%	1%
Belgium	<1%	0%	<1%	0%
Connecticut	<1%	1%	<1%	0%
Washington, D.C.	<1%	1%	<1%	0%
Delaware	<1%	0%	<1%	0%
Denmark	<1%	0%	<1%	0%
England	<1%	0%	<1%	1%
Finland	<1%	1%	0%	0%
France	<1%	0%	<1%	0%
Germany	<1%	0%	<1%	1%
Hawaii	<1%	0%	<1%	0%
Ireland	<1%	1%	0%	1%
Japan	<1%	0%	<1%	0%
Kansas	<1%	1%	1%	1%
Manitoba, Canada	<1%	0%	<1%	0%
Massachusetts	<1%	1%	1%	1%
Netherlands	<1%	1%	1%	1%
New Brunswick	<1%	1%	0%	0%
New Mexico	<1%	0%	1%	0%
Northwest Territories, Canada	<1%	0%	<1%	0%
Nova Scotia, Canada	<1%	0%	<1%	0%
Oklahoma	<1%	1%	<1%	1%
Quebec, Canada	<1%	0%	<1%	0%
Rhode Island	<1%	1%	<1%	0%
Romania	<1%	0%	0%	15
Scotland	<1%	1%	<1%	0%
Spain	<1%	0%	<1%	0%
Switzerland	<1%	0%	<1%	0%
United Kingdom	<1%	0%	<1%	1%
West Virginia	<1%	1%	1%	0%

Conclusions

This report detailed the comparison of Glacier National Park visitors by season in their lifestyles, habits, preferred experiences, values, demographics, and trip characteristics. The most important result of this study was that visitors to Glacier, regardless of season, do not differ significantly on any of these aspects. The marketing messages that this audience will respond to will not differ by season.

Visitors' perceptions of their lifestyles are very similar. They feel they have a high standard of living, but agree to some extent that their lives are simple and modest. In the current economic situation, this result makes sense. An implication of this is that visitors may not want luxury as part of their experience even though they may be able to afford it.

Visitors across seasons did not differ greatly in their travel and media use habits. The habit with the highest mean response was “engage in pleasure travel often.” These visitors, no matter the season, feel they travel often. This question was asked of them before the economic crisis hit its peak so it is possible that they may answer this question differently if asked now.

These visitors prefer to have a natural experience in parks which includes learning about and being close to nature. The fact that this does not differ by season reinforces that the natural aspects of the parks should be highlighted in all marketing messages regardless of the time of year. Glacier visitors value the parks for the same reasons. They feel that parks have a value as a place for wildlife and the public. This suggests that marketing campaigns which highlight the ability of the public to enjoy the wildlife will strike home with these visitors.

Glacier visitors enjoy partaking in a variety of activities, both natural and cultural. The top activities enjoyed by these visitors are visiting historical sites and hiking. These visitors, regardless of season, want the opportunity to do both. The number of sites visited was highest in spring, and this could be due to the late opening of the going to the sun road. Future research may look at visitor behavior in the wake of a late opening. This study suggests that when this occurs, visitors spread out.

The results show that, in terms of park visitors, marketing to the same kind of people across all seasons is beneficial. It is not surprising to see the kinds of experiences these visitors want and values they hold in the wake of the geotourism report recently published by ITRR (see <http://www.itrr.umt.edu/research09/GeotourismInCoCRR2009-4.pdf> for the full report). The report concluded that we do indeed have geotourists in the Crown of the Continent area which is consistent with the findings of this report. The visitors surveyed in this study value wildlife and nature and prefer natural and social experiences, all of which are consistent with geotourist preferences. This study of visitors to Glacier National Park provides further support for the notion that many visitors to Glacier, a part of the Crown of the Continent area, want what Montana has to offer.

Finally, marketing implications of this study show that visitors to Glacier, no matter the season, are similar, therefore changing marketing campaigns by season is not necessary. This alone should save money and time for destination marketing organizations. In addition, since values are similar across season and age, the same messages can be used in different media outlets.

References

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Appendix A

11) How many vacations do you typically take in a year?

☐0

☐1

☐2

☐3

☐4

☐5+

12) In what US state, Canadian province, or foreign country do you permanently reside?

13) If you are NOT from Montana, have you ever visited Montana before this trip? (If from MT, skip to question 13)

☐Yes

☐No (Please skip to question 13)

13a) If yes, how many visits in the past 10 years? (Please only "X" one box)

☐1

☐2

☐3

☐4☐5☐6-10☐11-20☐21+

14) Excluding this trip, have you ever visited Glacier National Park?

☐Yes

☐No (Please skip to question 14)

14a) How old were you when you first visited Glacier National Park?

☐5 or younger

☐6-10

☐11-16

☐17-24

☐25-30

☐31+

15) Excluding this trip, have you ever visited Yellowstone National Park?

☐Yes

☐No (Please skip to question 15)

15a) How old were you when you first visited Yellowstone National Park?

☐5 or younger

☐6-10

☐11-16

☐17-24

☐25-30

☐31+

16) What option below **best** describes your travel party? (Please "X" only one)

☐Self

☐Couple

☐Immediate Family

☐Extended Family

☐Family & Friends

☐Friends

☐Business Associates

☐Organized Group or Club

17) What is your travel group size?

☐1

☐2

☐3

☐4

☐5

☐6

☐7

☐8

☐9

☐10

☐more than 10

18) Please indicate what age groups are represented in your travel group. (Please "X" all that apply)

☐0 - 5 years

☐6 - 10 years

☐11 - 17 years

☐18 - 24 years

☐25 - 34 years

☐35 - 44 years

☐45 - 54 years

☐55 - 64 years

☐64 - 75 years

☐75 and over

19) What is your age?

20) What best describes your annual **household** income in US dollars? (Please "X" only one box)

☐Less than \$20,000

☐\$20,000 to \$39,999

☐\$40,000 to \$59,999

☐\$60,000 to \$79,999

☐\$80,000 to \$99,999

☐\$100,000 to \$119,999

☐\$120,000 to \$139,999

☐\$140,000 to \$159,999

☐\$160,000 to \$179,999

☐\$180,000 to \$199,999

☐\$200,000 or more

2008-09 Park Visitor Survey

The purpose of this survey is to better understand the interests and values of visitors to National Parks in Montana. Your responses to the survey are confidential and you will remain anonymous. You may withdraw from the survey at any time. Thank you for your participation!

1) What are the purposes for your trip to this area? (Please "X" all that apply)

☐ (1) Vacation/recreation/pleasure

☐ (2) Visit friends/relatives/family event

☐ (3) Just passing through

☐ (4) Shopping

☐ (5) Business/convention/meeting

☐ (6) Other

2) Of the items you marked above, please "X" the box corresponding to the **main** purpose for your trip. (Please "X" only one)

☐1

☐2

☐3

☐4

☐5

☐6

3) How many total nights will your group be away from your permanent residence on this trip?

4) How many total nights is your group staying **in Montana** on this trip?

5) Did anyone in your group hire an outfitter or outdoor guide for any portion of your time in Montana?

☐Yes (Please skip to question 6)

☐No

5a) If no, why not?

☐Didn't need/want one

☐Too expensive

☐Couldn't find one

☐No availability

6) Please indicate your level of agreement with the following statements:

	Strongly Disagree -2	Disagree -1	Agree 1	Strongly Agree 2
I travel for pleasure often	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a high standard of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I generally travel to the same destinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I lead a simple, modest life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often watch TV for news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I often watch TV for entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I read magazines for entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I listen to music on an MP3 player or iPod for entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I download material (music, movies, podcasts) from the internet to use as entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use the Internet to plan recreational activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use the Internet to plan my vacations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have learned about natural areas on the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I consider myself environmentally aware	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I exercise at least once a week	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your participation!

Code for Date

Code for Location

Please indicate your level of agreement with the following statements:

7) When I visit National Parks, it is important for me...

	Strongly Disagree -2	Disagree -1	Agree 1	Strongly Agree 2
To experience quiet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To leave technology behind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience excitement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To feel independence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be in control of things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To take risks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To do something with my family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be with people who have similar values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To meet new people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience new things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To explore the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn more about the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn more about nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To gain a better appreciation of nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be close to nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To develop personal spiritual values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To do something creative (sketch, paint, or take photos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To feel at one with nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8) Which of the following activities do you participate in at home or on vacation? (Please "X" all that apply)

<i>Camping.....</i>	<input type="checkbox"/>	<i>Fishing/fly fishing</i>	<input type="checkbox"/>	<i>Sight seeing tour</i>	<input type="checkbox"/>	<i>Visit historical sites....</i>	<input type="checkbox"/>
<i>Backpacking.....</i>	<input type="checkbox"/>	<i>Road/tour biking.....</i>	<input type="checkbox"/>	<i>Picnicking.....</i>	<input type="checkbox"/>	<i>Visit museums.....</i>	<input type="checkbox"/>
<i>Geocaching.....</i>	<input type="checkbox"/>	<i>Mountain biking.....</i>	<input type="checkbox"/>	<i>Golfing</i>	<input type="checkbox"/>	<i>Downhill skiing</i>	<input type="checkbox"/>
<i>Hiking.....</i>	<input type="checkbox"/>	<i>Horseback riding</i>	<input type="checkbox"/>	<i>Gambling.....</i>	<input type="checkbox"/>	<i>Snowboarding.....</i>	<input type="checkbox"/>
<i>Jogging</i>	<input type="checkbox"/>	<i>Hunting</i>	<input type="checkbox"/>	<i>Attend sporting event</i>	<input type="checkbox"/>	<i>Snowmobiling.....</i>	<input type="checkbox"/>
<i>Canoeing/kayaking ...</i>	<input type="checkbox"/>	<i>Wildlife watching</i>	<input type="checkbox"/>	<i>Attend art exhibits</i>	<input type="checkbox"/>	<i>Cross country skiing..</i>	<input type="checkbox"/>
<i>Motor boating</i>	<input type="checkbox"/>	<i>Nature photography ..</i>	<input type="checkbox"/>	<i>Attend performing arts.....</i>	<input type="checkbox"/>	<i>Snowshoeing</i>	<input type="checkbox"/>
<i>River rafting/floating..</i>	<input type="checkbox"/>	<i>Nature study.....</i>	<input type="checkbox"/>	<i>Attend festivals or special events</i>	<input type="checkbox"/>	<i>Other.....</i>	<input type="checkbox"/>

If other, please specify:

Please indicate your level of agreement with the following statements:

9) I believe National Parks are particularly important as:

	Strongly Disagree -2	Disagree -1	Agree 1	Strongly Agree 2
A place of scenic beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place everyone should see at least once	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protection for fish and wildlife habitat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place for education about nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A display of natural curiosities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A historic resource	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place for the use and enjoyment of the people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place for all living things to exist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place for wildness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A symbol of America's identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A protector of threatened and endangered species	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place for recreational activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place for scientific research and monitoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A tourist destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A site to renew your sense of personal well being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A family or individual tradition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A reserve of natural resources for future use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A sacred place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A social place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An economic resource	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to develop my skills and abilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A place to be free from society and its regulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10) Which of the following sites have you or do you plan to visit ON THIS TRIP only? (Please "X" all that apply)

<input type="checkbox"/> <i>Bannack State Park</i>	<input type="checkbox"/> <i>Glacier National Park</i>	<input type="checkbox"/> <i>Museum of the Rockies, Bozeman</i>
<input type="checkbox"/> <i>Bighole Battlefield</i>	<input type="checkbox"/> <i>Lemhi Pass</i>	<input type="checkbox"/> <i>National Bison Range</i>
<input type="checkbox"/> <i>Bighorn Canyon Nat'l Recreation Area</i>	<input type="checkbox"/> <i>Lewis & Clark Interpretive Center, Great Falls</i>	<input type="checkbox"/> <i>Other Montana State Parks</i>
<input type="checkbox"/> <i>Bob Marshall Wilderness</i>	<input type="checkbox"/> <i>Little Bighorn Battlefield</i>	<input type="checkbox"/> <i>Pompey's Pillar</i>
<input type="checkbox"/> <i>Clark Canyon Reservoir</i>	<input type="checkbox"/> <i>Lolo Pass Interpretive Center</i>	<input type="checkbox"/> <i>Yellowstone National Park</i>
<input type="checkbox"/> <i>CM Russell National Wildlife Refuge</i>	<input type="checkbox"/> <i>Lost Trail Pass</i>	<input type="checkbox"/> <i>Virginia City/Nevada City</i>
<input type="checkbox"/> <i>Flathead Lake Sate Parks</i>	<input type="checkbox"/> <i>Missouri Headwaters State Park</i>	<input type="checkbox"/> <i>Other</i>
<input type="checkbox"/> <i>Fort Peck Lake</i>	<input type="checkbox"/> <i>Montana Historical Museum, Helena</i>	

If other, please specify: